



November 12, 2013

The Honorable Board of Supervisors  
County of Los Angeles  
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Los Angeles, CA 90012

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of Los Angeles County  
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**Dr. Jane G. Pisano**  
President and Director

Dear Supervisors:

**HEARING ON OPTIONAL SPECIAL EXHIBITION FEES, PARKING FEES AT  
NATURAL HISTORY MUSEUM OF LOS ANGELES COUNTY AND PAGE  
MUSEUM AT LA BREA TAR PITS  
(SECOND AND THRID DISTRICTS) (3 VOTES)**

**SUBJECT**

Approval of the Natural History Museum's request to charge an optional special exhibition fee and to increase parking rates at Museum facilities to defray increasing costs for enhanced exhibition and education programs.

**IT IS RECOMMENDED THAT YOUR BOARD AFTER PUBLIC HEARING:**

- 1) Approve an optional special exhibition fee up to \$25, effective upon Board approval. Admission fees to all other current exhibitions and gardens remain the same as the Board of Supervisors approved in May 2011.
- 2) Approve an increase in the parking fee at the Natural History Museum Car Park from \$8 to \$10, upon Board approval, to bring it into alignment with parking fees charged at the adjoining State of California parking lots in Exposition Park.
- 3) Approve an option to increase the parking fee at the Page Museum (currently \$7-\$9) to \$10 to align with parking fees charged at the neighboring Los Angeles County Museum of Art.

**PURPOSE /JUSTIFICATION OF RECOMMENDED ACTION**

To raise optional fees for special exhibitions to current market levels competitive with similar organizations (see attachment). To raise sufficient revenue to defray a portion of the costs associated with bringing engaging exhibitions to Los Angeles County for residents to enjoy. To generate additional revenue by raising parking fees to the same level as nearby parking facilities.

Over the last 10 years, the costs associated with bringing high-quality special exhibitions to Los Angeles or developing temporary exhibitions from our own collections have increased dramatically. The Natural History Museum has a rich history of bringing memorable special exhibitions to Los Angeles residents over the years, as well as developing our own engaging special exhibitions.

The proposed optional fees will ensure that the Natural History Museum will be able to continue to provide important free or subsidized admission for thousands of school children as well as adults, senior citizens and under-served community members.

We will be seeking partnerships and sponsorships so that subsidized tickets can be made available to low-income families in Los Angeles County. Membership packages will also be available offering discounts or free admission throughout the year and to special exhibitions. These membership packages and other special offers will be promoted on our website, in advertising, social media and public relations to reach the largest possible audience.

### **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

The recommended action is consistent with the County Strategic Plan Goals of Service Excellence and Fiscal Responsibility as the special exhibitions will 1) provide the public with affordable access to quality museum exhibitions, and 2) further public/private partnerships with Los Angeles County.

### **FISCAL IMPACT/FINANCING**

There will be no fiscal impact to the County. All admission and parking fees are retained by the Natural History Museum Foundation to support exhibitions and education programs of the Natural History Museum. This action does not affect net County costs.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

Section 5120 of the Public Resources Code allows your Board to exercise any power necessary and proper to promote the objects and purposes of the Natural History Museum.

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A public hearing is required pursuant to Government Code Section 66018 prior to the approval of new fees.

A Notice of Public Hearing was published by the Executive Office in accordance with Section 6062a, as required by Section 66018 of the Government Code.

With regard to fees imposed by local government, Proposition 26 amends Article XIII C of the California Constitution (Proposition 218), to provide that any charge by a local government is deemed to be a tax, unless the charges qualify for one or more of the seven expressly enumerated exceptions. Charges imposed for entrance to and use of local government property are a specific exception. Therefore, the proposed increases in admission and parking fees are not impacted by Proposition 26

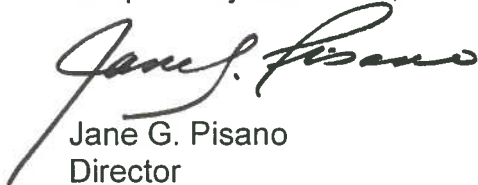
#### **ENVIRONMENTAL DOCUMENTATION**

The approval of special exhibition and increased parking fees is not a project subject to the California Environmental Quality Act (CEQA).

#### **IMPACT ON PROGRAMS**

These recommendations will ensure that the Natural History Museum and Page Museum can continue to bring world-class engaging exhibitions to Los Angeles County allowing residents to view the wonders of the natural and cultural worlds.

Respectfully submitted,



Jane G. Pisano  
Director

Attachment

JGP:CW:mg

c: Executive Office, Board of Supervisors  
Chief Executive Office  
County Counsel  
Auditor-Controller  
Natural History Museum Foundation

# Competitive / Comparable Pricing and Combination Pricing

	General Admission		Special Exhibit		Admission & Special Exhibit	
	Adult	Child	Adult	Child	Combo Adult	Combo Child
<b>NATURAL HISTORY MUSEUM</b>						
Traveling the Silk Road (Proposed)	\$12.00	\$5.00	\$8.00	\$5.00	\$20.00	\$10.00
<b>LACMA</b>						
Tim Burton (2012)	\$15.00	Free	\$5.00	Free	\$20.00	Free
James Turrell: A Retrospective (2013)	\$15.00	Free	\$10.00	Free	\$25.00	Free
<b>BOWERS MUSEUM *</b>						
Secrets of Silk Road (2010)	\$15.00	Free	\$20.00	\$18.00	\$20.00	\$18.00
Gods & Gifts: Vatican Ethnological Collection (2013)	\$15.00	Free	\$15.00	\$12.00	\$17.00	\$12.00
<b>CALIFORNIA SCIENCE CENTER</b>						
Cleopatra (2013)	Free	Free	\$19.75	\$12.75	\$19.75	\$12.75
IMAX and Cleopatra (2013)	Free	Free	\$26.00	\$16.25	\$26.00	\$16.25
<b>AQUARIUM OF THE PACIFIC (2013)</b>						
	\$25.95	\$14.95	\$7.05 - \$34.00	\$6.05 - \$25.00	\$33.00 - \$59.95	\$21.00 - \$39.95
<b>AMERICAN NATURAL HISTORY MUSEUM in NY **</b>						
Traveling the Silk Road (2010)	\$14.00	\$8.00	\$16.00	\$9.00	\$24.00	\$14.00
Current Prices	\$22.00	\$12.50	\$5.00	\$3.50	\$27.00	\$16.00
<b>FIELD MUSEUM in Chicago ***</b>						
Creatures of Light (2013)	\$15.00	\$10.00	\$8.00	\$6.00	\$23.00	\$16.00

\*For Silk Road exhibit at Bowers Museum, admission was free for children under 6 yrs.

\*\*Prices for ANHM are suggested prices. Should you wish to pay less than the suggested Museum admission price you may do so by purchasing tickets at any admissions desk. If you wish to purchase Plus One tickets, you may do so by purchasing tickets at any admissions desk at the Museum and by adding \$25 per adult, \$13.50 per child to the amount you wish to pay for general admission.

\*\*\* On discount days (free admission), the Field Museum charges \$11 adult and \$8 child for special exhibitions.